

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior revisions, and listings, of claims in the application.

**Listing of Claims:**

1. (*Currently amended*) A computer-implemented method for controlling display of a keyword advertisement, comprising the steps of:

[[a)] defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

[[b)] receiving at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid price amount;

[[c)] determining a first winning bid based at least in part on a bid price wherein the determining the first winning bid is performed by a server which includes a processor and a memory;

storing said bid data including the first winning bid in the memory;

[[d)] determining whether ~~a predetermined transfer condition for a first advertiser's~~ right to display an advertisement on said first unit display zone is satisfied to be terminated, the ~~right to display an advertisement in said first unit display zone being owned by a first advertiser~~ submitting the first winning bid;

[[e]] upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated ~~predetermined transfer condition is satisfied~~, retrieving at least a portion of said stored bid data from the memory;

[[f]] determining a second winning bid without soliciting new bids, based at least in part on a bid price ~~amount~~, among said retrieved bid data for placement of an advertisement on said first unit display zone in association with search result list generated in response to a search query associated with said predetermined keyword, said retrieved bid data including previously entered bids for said first unit display zone;

[[g]] transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid;  
[[and]]

[[h]] displaying an advertisement of the second advertiser on said first unit display zone; and

upon termination of the first advertiser's right to display an advertisement on said first unit display zone, performing a re-bid process for a second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid if the first advertiser's bid was made for the second unit display zone as well as the first unit display zone.

2. *(Canceled)*

3. *(Previously Presented)* The method as claimed in claim 1, wherein, if said second advertiser has submitted a plurality of winning bids corresponding to a plurality of said unit display zones associated with said predetermined keyword, one unit display zone is assigned to said second advertiser in accordance with at least one predetermined display priority condition.

4. *(Previously Presented)* The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of cost-per-click pricing model

5. *(Currently amended)* The method as claimed in claim 1, wherein said bid data include payable fee per single click, and

the step [(f)] of determining a second winning bid comprises the step of:

determining a second winning bid in accordance with said payable fee per single click.

6. *(Currently amended)* The method as claimed in claim 1, further comprising the step of ordering said stored bid data in accordance with payable fee per single click, said payable fee per single click being included in said bid data, wherein the step [(f)] (g) of determining a second winning bid determines said second winning bid in accordance with the order of said bid data.

7. *(Currently amended)* The method as claimed in claim 1, wherein the predetermined transfer condition is associated with bid data corresponding to the first unit display zone, which has been newly submitted, and

the step [(f)] (g) of determining a second winning bid comprises the steps of:

ordering said stored bid data;

re-ordering said stored bid data if new bid data has been submitted; and

determining a second winning bid winning bid in accordance with the order of said bid data.

8. *(Previously presented)* The method as claimed in claim 1, wherein the predetermined transfer condition is associated with an expiration of a predetermined contract for the search listing.

9. *(Canceled)*

10. *(Currently amended)* A computer-implemented method for controlling display of a keyword advertisement in association with a search results list, wherein the search results list is generated in response to a search query, comprising the steps of:

[[a)] receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a bid price amount and an advertisement;

[[b)] determining a first winning bid based at least in part on a bid price wherein the determining the first winning bid is performed by a server which includes a processor;

storing said bids including the first winning bid in a memory;

[[c)] determining whether a ~~predetermined transfer condition for a first advertiser's~~ right to display an advertisement on said particular placement position is to be terminated, ~~satisfied, which has been assigned to a~~ the first advertiser which submitting the first winning bid;

[[d]] upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated ~~predetermined transfer condition is satisfied~~, selecting, based at least in part on review of bid price amounts, a second winning bid [[of]] without soliciting new bids among said stored bids for said particular placement position of advertisement in association with said predetermined keyword; [[and]]

[[e]] transferring said right to display an advertisement on said particular placement position in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said second winning ~~selected~~ bid; and

[[f]] displaying an advertisement of the second advertiser on said particular placement position.

11. *(Canceled)*

12. *(Previously Presented)* The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of cost-per-click pricing model.

13. *(Canceled)*

14. (*Currently amended*) A keyword advertisement display control system, comprising:

means for defining a plurality of advertisement locations for placement of advertisements in association with a keyword, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

a user interface configured for receiving at least one bidding corresponding to a first unit display zone associated with the predetermined keyword from at least one advertiser, each of the at least one bidding indicating a bid price amount;

a memory, said memory storing bid data corresponding to the at least one bidding;

means for processing bidding [[bid]] for said first unit display zone, said means for processing the bidding [[bid]] determining a first winning bid for said first unit display zone based at least in part on a bid price, said means for processing the bidding determining a second winning bid based at least in part on the bid price among said bid data for placement of an advertisement on the first unit display zone associated with the predetermined keyword, said bid data including previously entered bids for said first unit display zone;

means for determining whether a first advertiser's right to display an advertisement on the first unit display zone is to be terminated, the first advertiser submitting the first winning bid;  
and

means for transferring said right to display an advertisement on the ~~a right to display said~~ first unit display zone from the first advertiser to a second advertiser ~~to an advertiser~~ who has submitted the second winning bid,

wherein, upon termination of the first advertiser's right to display an advertisement on said first unit display zone, the means for determining performs a re-bid process for a second unit

display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids including the first advertiser's bid.

~~wherein said means for processing the bid determines the second winning bid performs a re-bidding process among the stored bid data corresponding to the at least one bidding, based at least in part upon the bid amount upon determining that a predetermined transfer condition for the right to display said first unit display zone is satisfied.~~

15. *(Previously Presented)* The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of selection by said second advertiser.

16. *(Previously Presented)* The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, only one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of selection by said second advertiser.

17-20. *(Canceled)*

21. (*Currently amended*) One or more storage ~~computer-readable~~ media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

receiving at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid price ~~amount~~;

determining a first winning bid based at least in part on a bid price;

storing said bid data including the first winning bid in a memory;

determining whether a predetermined transfer condition for right to display an advertisement on said first unit display zone is satisfied, the right to display an advertisement ~~[[in]]~~ on said first unit display zone being owned by a first advertiser which has submitted the first winning bid;

upon determining that the predetermined transfer condition is satisfied, retrieving at least a portion of said stored bid data from the memory;

determining a second winning bid without soliciting new bids, based at least in part on a bid price ~~amount~~, among said retrieved bid data for placement of an advertisement on said first unit display zone in association with search result list generated in response to a search query



associated with said predetermined keyword, said retrieved bid data including previously entered bids for said first unit display zone;

transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid; [[and]]

displaying an advertisement of the second advertiser on said first unit display zone; and  
upon termination of the first advertiser's right to display an advertisement on said first unit display zone, performing a re-bid process for a second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid if the first advertiser's bid was made for the second unit display zone as well as the first unit display zone.

22. (*Currently amended*) One or more storage ~~computer-readable~~ media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a bid price ~~amount~~ and an advertisement;

determining a first winning bid based at least in part on a bid price;

storing said bids including the first winning bid in a memory;

determining whether a ~~predetermined transfer condition for~~ a first advertiser's right to display an advertisement on said particular placement position is to be terminated, satisfied,  
~~which has been assigned to a~~ the first advertiser which submitting the first winning bid;

upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated ~~predetermined transfer condition is satisfied,~~ selecting,  
based at least in part on review of bid ~~price amounts~~, a second winning bid ~~[[of]]~~ without soliciting new bids among said stored bids for said particular placement position of advertisement in association with said predetermined keyword; ~~[[and]]~~

transferring said right to display an advertisement on said particular placement position in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said second winning ~~selected~~-bid; and

displaying an advertisement of the second advertiser on said particular placement position.